

Message Text

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SUBJECT: SPEAKER EVALUATION (AMSPEC HANS J. MASSAQUOI)

REF: BONN 18965

1. HANS J. MASSAQUOI, MANAGING EDITOR, EBONY
JOHNSON PUBLICATIONS, CHICAGO. AMSPEC. "AMERICAN RACIAL
RELATIONS" AND "BLACK MEDIA IN THE UNITED STATES."

2. QP - E, ED - E, AR - VG, RO - VG, GERMAN - VG.

3. VARIETY OF PRESENTATIONS IN NOV 1976 IN HAMBURG,
BONN, FRANKFURT, WEST BERLIN, SAARBRUECKEN. INCLUDED
FORMAL UNIVERSITY LECTURE PRESENTATIONS, SEVERAL
RADIO AND TV INTERVIEWS, PRESS CONFERENCES AND
INTERVIEWS, COLLOQUIES WITH YOUTH AND STUDENTS,
DISCUSSIONS WITH FELLOW EDITORS. PERSONS REACHED
INCLUDED SEVERAL EDITORS-IN-CHIEF (BERLIN,
SAARBRUECKEN, FRANKFURT), CORRESPONDENTS AND
JOURNALISTS (BONN, HAMBURG, BERLIN, SAARBRUECKEN
AND FRANKFURT), FACULTY AND STUDENTS (BONN, BERLIN,
SAARBRUECKEN) AND POLITICAL YOUTH AND STUDENTS
(FRANKFURT, BONN). MASSAQUOI'S PRESENCE MADE POSSIBLE
AT LEAST TWO PROGRAMMING "FIRSTS" IN RECENT YEARS:
A COLLOQUIUM COSPONSORED WITH THE STUDENT UNION OF
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THE UNIVERSITY OF BONN, AND TWO INTERVIEWS OF 30

MINUTES EACH WITH HESSISCHER RUNDfunk.

4. MASSAQUOI COMES CLOSE TO BEING AN IDEAL USIS SPEAKER AND CROSS-CULTURAL COMMUNICATOR. HIS QUALIFICATIONS ARE REMARKABLE. HIS PERSPECTIVE IS NOT ONLY TRI-CULTURAL BUT TRI-CONTINENTAL (GERMANY, LIBERIA, UNITED STATES). HE SPEAKS NATIVE NORTHERN GERMAN, ALTHOUGH THIS IS RUSTY AND REQUIRED REFRESHING HERE. HIS 20 YEARS WITH EBONY HAVE GIVEN HIM A UNIQUE AND EXCELLENT PERSPECTIVE FROM WHICH TO MONITOR AND INTERPRET DEVELOPING U.S. RACIAL RELATIONS AND BLACK ATTITUDES WITHIN AMERICAN SOCIETY. FINALLY, HE IS A MAN WITH BOTH HISTORICAL PERSPECTIVE AND AN EDITOR'S HEALTHY DISTASTE FOR CLICHES AND STEREOTYPES. HIS PRESENTATION IS A FACTUAL ONE BASED UPON LONG AND KEEN OBSERVATION, INTERPRETED CROSS-CULTURALLY AS PERHAPS ONLY A NON-NATIVE AMERICAN CAN DO.

5. IN HIS PRESENTATIONS MASSAQUOI STRESSES THE VARIETY OF BLACK EXPERIENCE IN AMERICA, AND THE DIVERSITY OF "25 MILLION" AMERICAN BLACKS. HE STRESSES BLACK SUCCESS BUT STATES CLEARLY THE OBSTACLES, BOTH PAST AND PRESENT, TO BE OVERCOME. THE EMPHASIS TODAY, HE SAYS, IS IN THE POLITICAL ARENA, AND THE PRIORITIES ARE ECONOMIC. RADICALISM

AND A SEPARATE BLACK AMERICAN NATIONALISM, HE SAYS, ARE DEAD.

6. POST UNRESERVEDLY RECOMMENDS MASSAQUOI FOR FUTURE AMSPEC AND VOLSPKR ACTIVITIES HERE AND ELSEWHERE. TWO PROGRAMMING GUIDANCES MAY BE GIVEN. FIRST, MASSAQUOI SHOULD NOT BE EXPECTED TO GIVE BRIEF ANSWERS (I.E. BRIEF RADIO INTERVIEWS). HE KNOWS HIS SUBJECT TO BE A COMPLEX ONE, AND NEEDS TIME TO DEVELOP HIS RESPONSE. SECONDLY, HE IS VERY MUCH THE REPRESENTATIVE OF EBONY AND JOHNSON PUBLICATIONS AND IS INSISTENT THAT ALL PROGRAMMING REFLECT WELL ON THESE MAGAZINES. WE MAY HAVE EMPHASIZED COPIES UNCLASSIFIED

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OF EBONY TOO MUCH HERE. ITS FORMAT AND THE NATURE OF ITS COVERAGE CONTRASTED SO SHARPLY WITH AUDIENCES' PERSPECTIVES OF BLACK AMERICAN SOCIETY THAT MORE THAN ONE PROGRAM FORCED MASSAQUOI INTO A DEFENSIVE POSITION FOR SOME TIME BEFORE HIS CREDENTIALS AS A FAIR AND SOPHISTICATED INTERPRETOR OF AMERICAN RACIAL RELATIONS COULD BE ESTABLISHED. KLIEFORTH

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